

Selling for Success

Developing relationships and improving sales within financial services

Within financial and professional services many professionals are experts in their niche area but don't display the same enthusiasm and skill when trying to generate new business. We know from extensive research that, for example, some accountants view the promotion and marketing of their services as skills that fall outside of their area of expertise.

This programme will help all those people who want to develop business relationships, maximise sales opportunities and employ the latest techniques whilst doing so.

In our workshops our trainers share theories, concepts and their own knowledge and experience while delivering a highly interactive programme. Indeed, around two-thirds of the time is spent on practical activities and experiential learning.

In total our programme consists of five one-day workshops, and is structured so that the workshops can be undertaken individually and in isolation or together and in sequence. We recognise that building relationships and selling is a complex area which varies due to business models, customer types, product types and values and the selling cycle – so the content will always be tailored to your firm's individual needs.

tailored

cost effective



Benefits

- Improved ability to build relationships and promote your services, leading to strategic targeting of potential new customers, increased sales, growth of your customer base, an increase in profit margins and improved customer retention
- Access to high quality, accredited training content, delivered by accredited trainers
- Content tailored to your unique needs
- Flexible 'mix and match' approach to delivery
- Cost effective pricing that leads to a return on investment
- The credibility and quality of services, support and assistance that comes from the Skills Academy

Contact Details

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Workshop title

Fundamentals of Selling	Impact Selling	Intelligent Selling*	Systematic Selling	Powerful Negotiations
<p>Exploring sales methods</p> <p>Understanding the buying process</p> <p>Overcoming objections</p> <p>Buying signals</p> <p>Closing the deal</p>	<p>Building a customer value proposition</p> <p>Ethical persuasion</p> <p>Customer buying styles</p> <p>Understanding the seller's role in relation to customers</p>	<p>Understanding of client motivation drivers</p> <p>Quick rapport building</p> <p>Effective communication</p> <p>Picking the correct sales message</p> <p>Self-awareness in the sales process</p> <p><i>* Before this workshop participants complete a pre-course, online questionnaire called a Strength Deployment Inventory.</i></p>	<p>Identifying your targets</p> <p>Customer research</p> <p>Building an offer</p> <p>Presenting to the customer</p> <p>Evaluation and next action</p>	<p>Fundamentals of negotiation</p> <p>Negotiation styles</p> <p>Planning methods</p> <p>Key skills required</p> <p>Pitfalls and what to avoid</p>

Suitable participants

<p>People who are new to sales</p> <p>Professionals where selling is not their first discipline</p>	<p>Professionals where selling is not their first discipline</p> <p>Sales people at all levels, including management</p>	<p>Sales management who want to adopt a more strategic approach</p>	<p>Professionals where selling is not their first discipline and sales people, including management who have a flexible pricing structure and negotiate terms</p>
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At the end of the module participants will be able to:

<p>Understand the 'world of sales'</p> <p>Possess a basic knowledge of buying and selling</p> <p>Understand how to facilitate a successful sale.</p>	<p>Articulate their market position and what they offer over competitors</p> <p>Understand what position to take with customers</p> <p>Help the client understand the offer</p> <p>Appreciate how their own behaviour affects the sales success.</p>	<p>Appreciate the deep seated motivations of customers</p> <p>Understand what they are naturally attracted to and what messages repels action</p> <p>Understand what language will appeal to customers.</p>	<p>Adopt a strategic approach to a given market</p> <p>Understand the competencies they or their teams need to deliver on the strategy</p> <p>Understand how to achieve increased margin, customer retention and strategic focus.</p>	<p>Develop a strategic approach to successful collaborative negotiation</p> <p>Understand how to make more profitable sales</p> <p>Breakthrough stalemates</p> <p>Optimise outcomes for both parties</p> <p>Appreciate how to increase customer retention.</p>
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